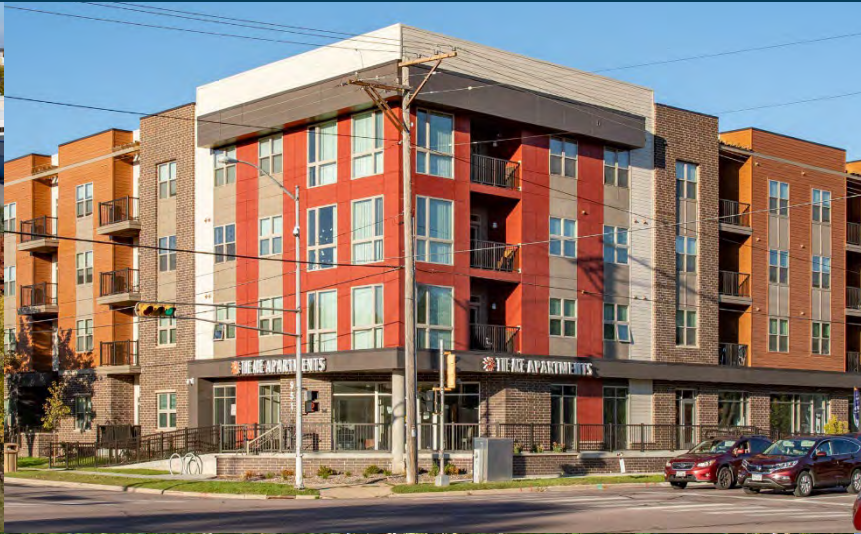


Southeast Area Plan Virtual Meeting



December 5, 2024

Meeting Basics



- **This meeting is being recorded.** It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and to this record being released to public record requestors who may see you, your home, and your family members in the recording. You have the option to turn off your camera and participate with audio only.
- Please keep your **camera and mic off** until after the presentation.
- During the Q&A, use “**Raise Hand**” to ask a question.
- Please **turn mic off** after speaking to avoid background noise.
- Can use **Chat** for questions, comments, or if you have technical issues

Display



Display

Display

Display

Display

Mute
(Phone: *6)

Display

Chat

Display

Raise Hand in
Reactions
(Phone: *9)

Display

Audio Video Participants Chat React Share Host tools More Leave

What is planning and why does it matter?



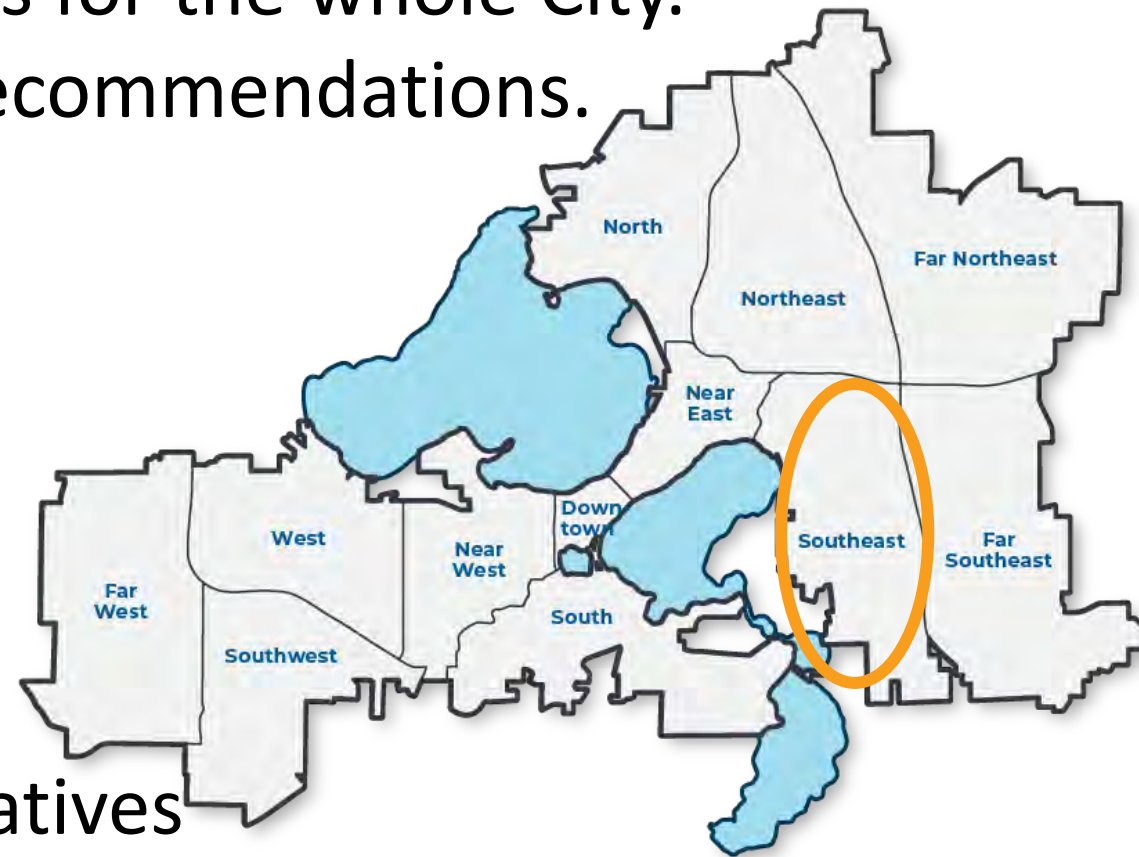
- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods.**
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change.**



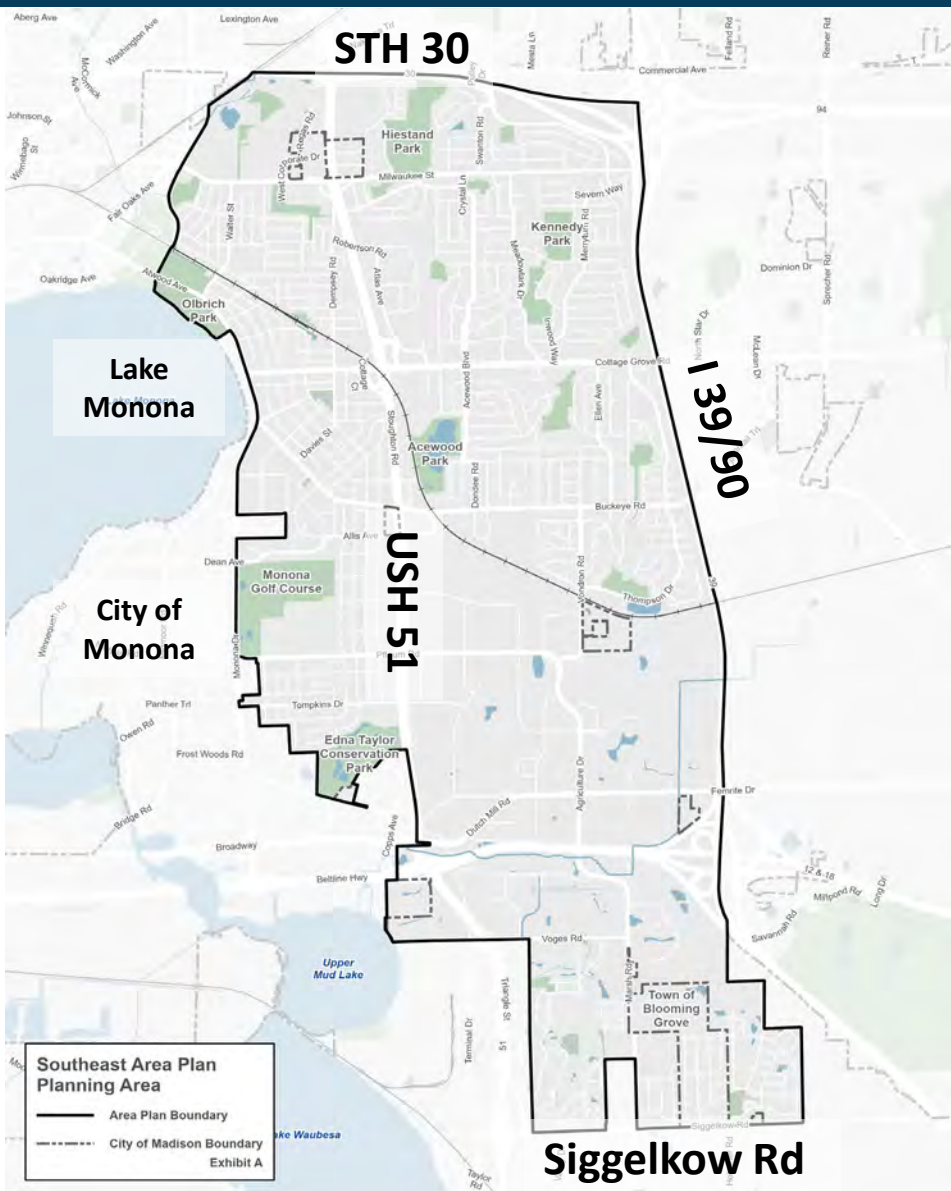
What are Area Plans and what are the benefits?



- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics; higher level recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups



Southeast Area



North boundary:

State Highway 30

South boundary:

Siggelkow Road / Village of McFarland

East boundary:

Interstate 39/90

West boundary:

City of Monona / Lake Monona

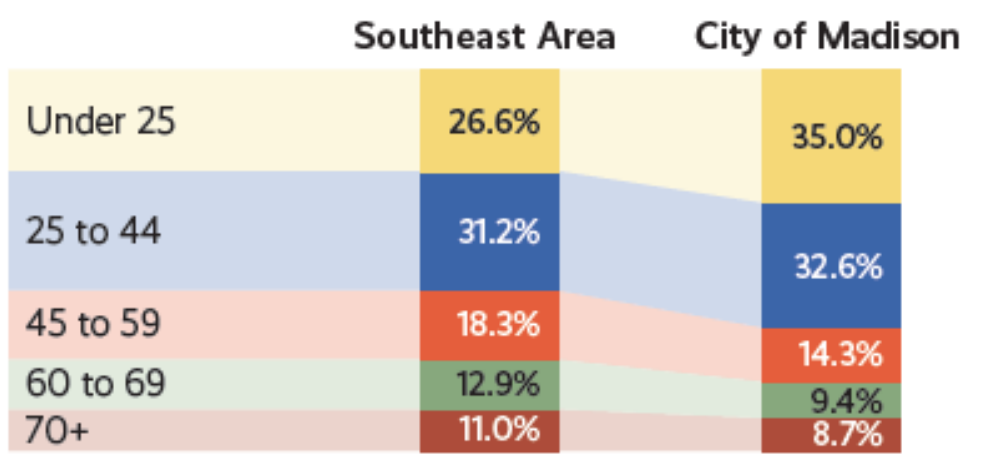
2020 Census:

- 11,100 housing units
- 25,366 people
- 25.9% BIPOC and Hispanic/Latinx

Background - Demographics



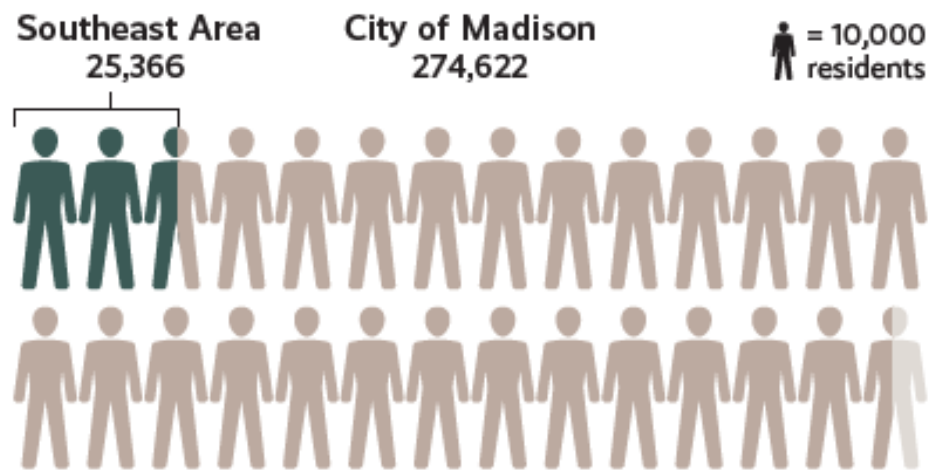
Age



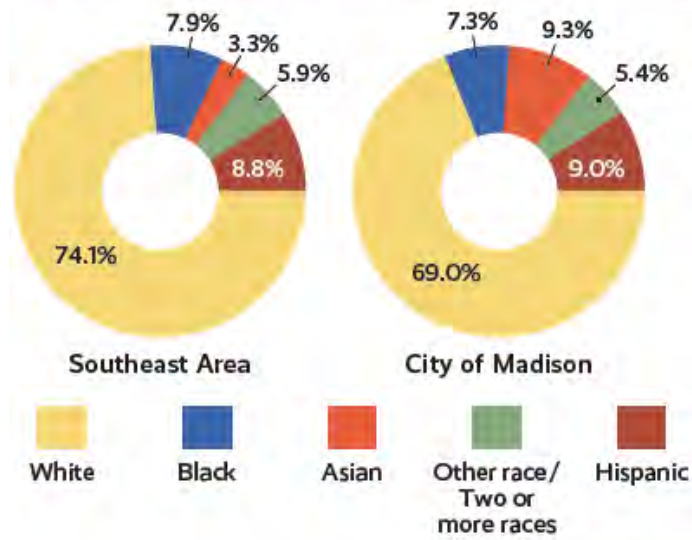
Income and household economics

	Southeast Area	City of Madison
Median income	\$78,578	\$70,466
Poverty rate (families)	5.1%	5.9%
Unemployment	3.1%	2.7%
Homeownership (Tenure)	71.7%	44.5%
Households without motor vehicle	5.3%	11.2%

Population



Racial and ethnic composition



Source: Decennial Census 2020 Block Data

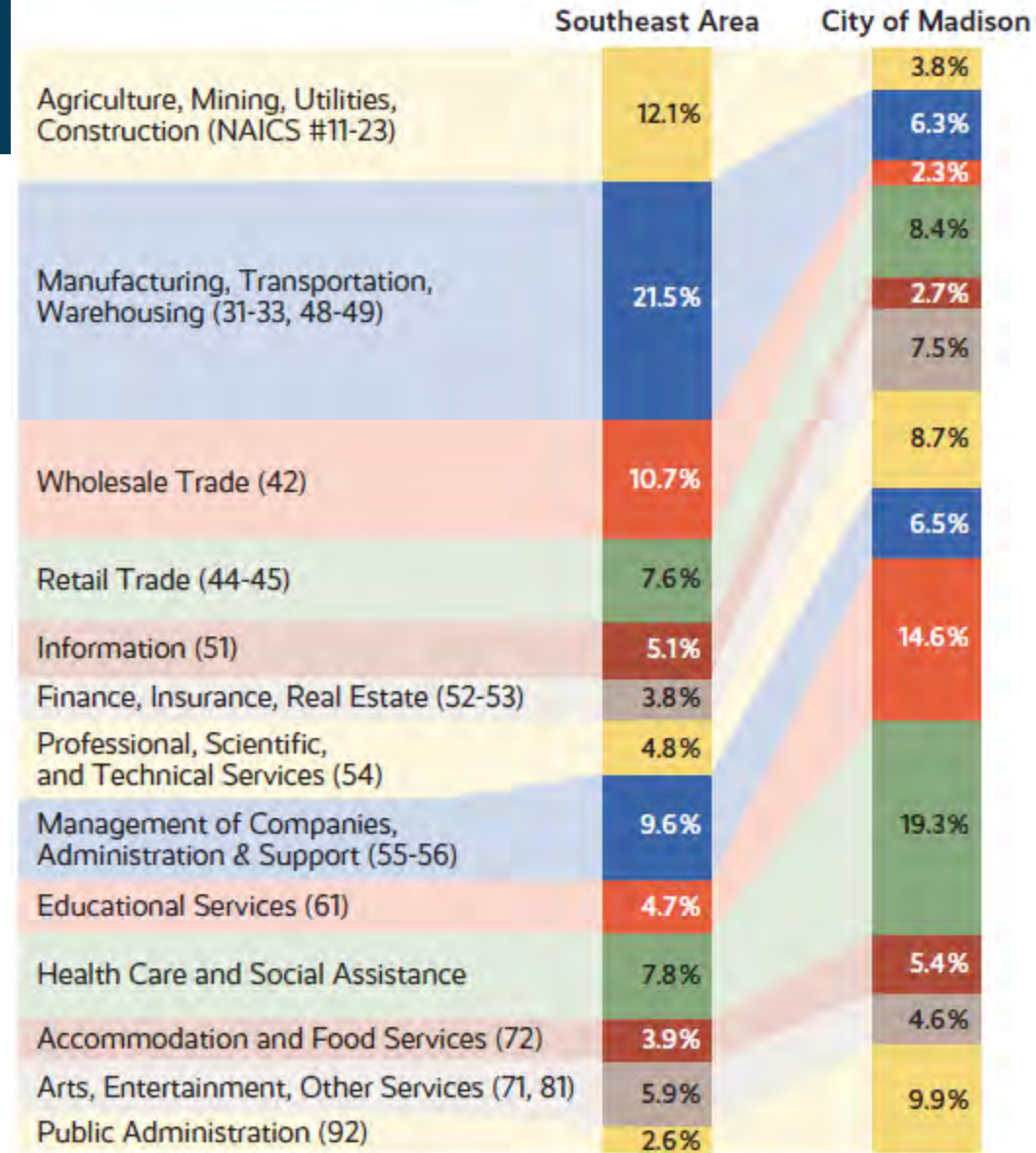
Background – Land Uses



Land use	Acres	% of Southeast Area
Residential	2,222	31.8%
Commercial	642	9.2%
Institutional/Governmental	296	4.2%
Industrial	546	7.8%
Park and Open Space	817	11.7%
Agriculture/Vacant/Under Construction	919	13.2%
Utilities, Transportation	1,549	22.2%
Total	6,990	100.0%

Source: Capital Area Regional Planning Commission (CARPC) 2020 Land Use

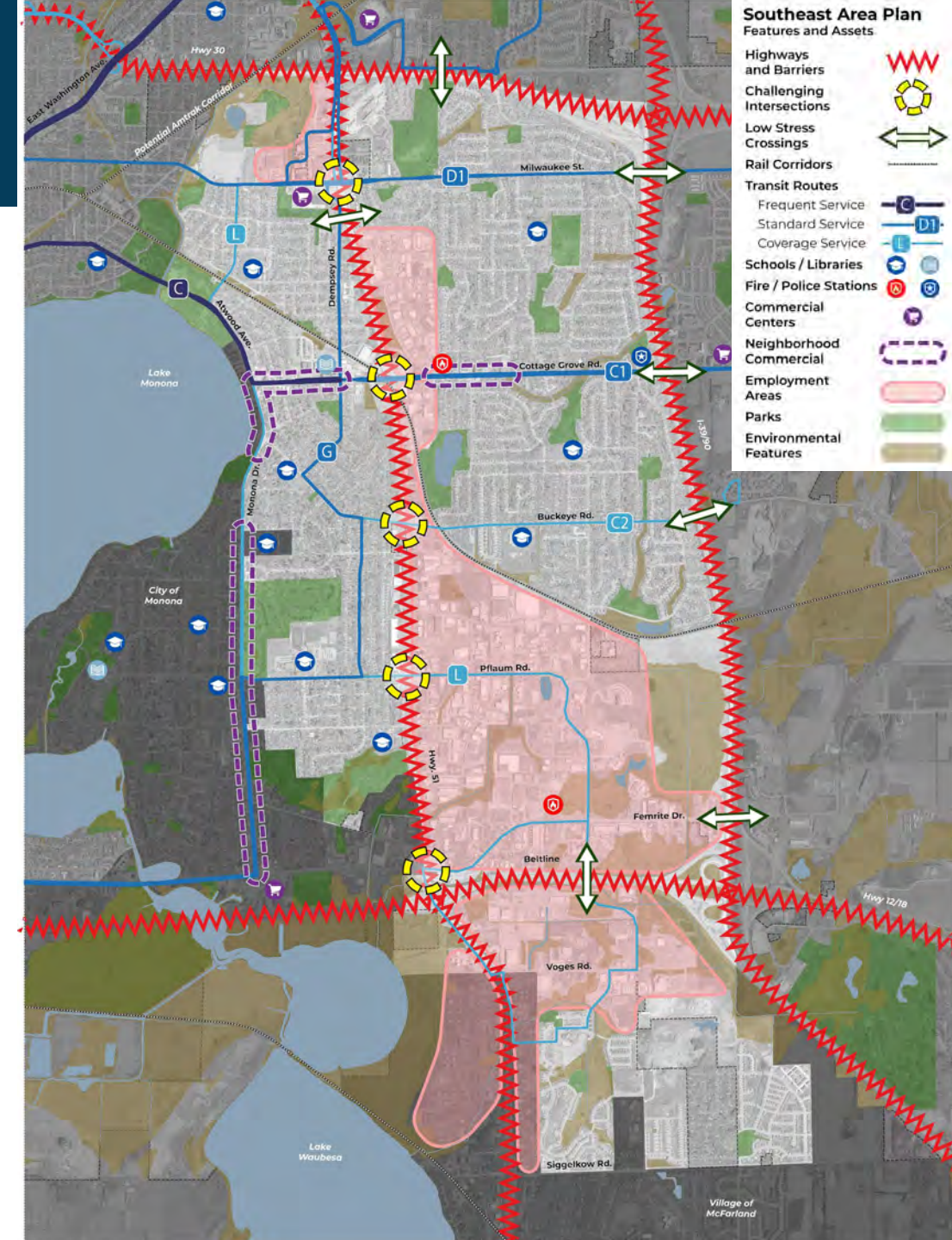
Jobs within area, by major sector



Sources: Census On the Map 2021 data
Decennial Census 2020 Block Data
ACS 5 year Estimate (2021)

Background – Employment

- Over 20% of the Southeast Area is devoted to Employment & Commercial uses
- Roughly 16,600 jobs

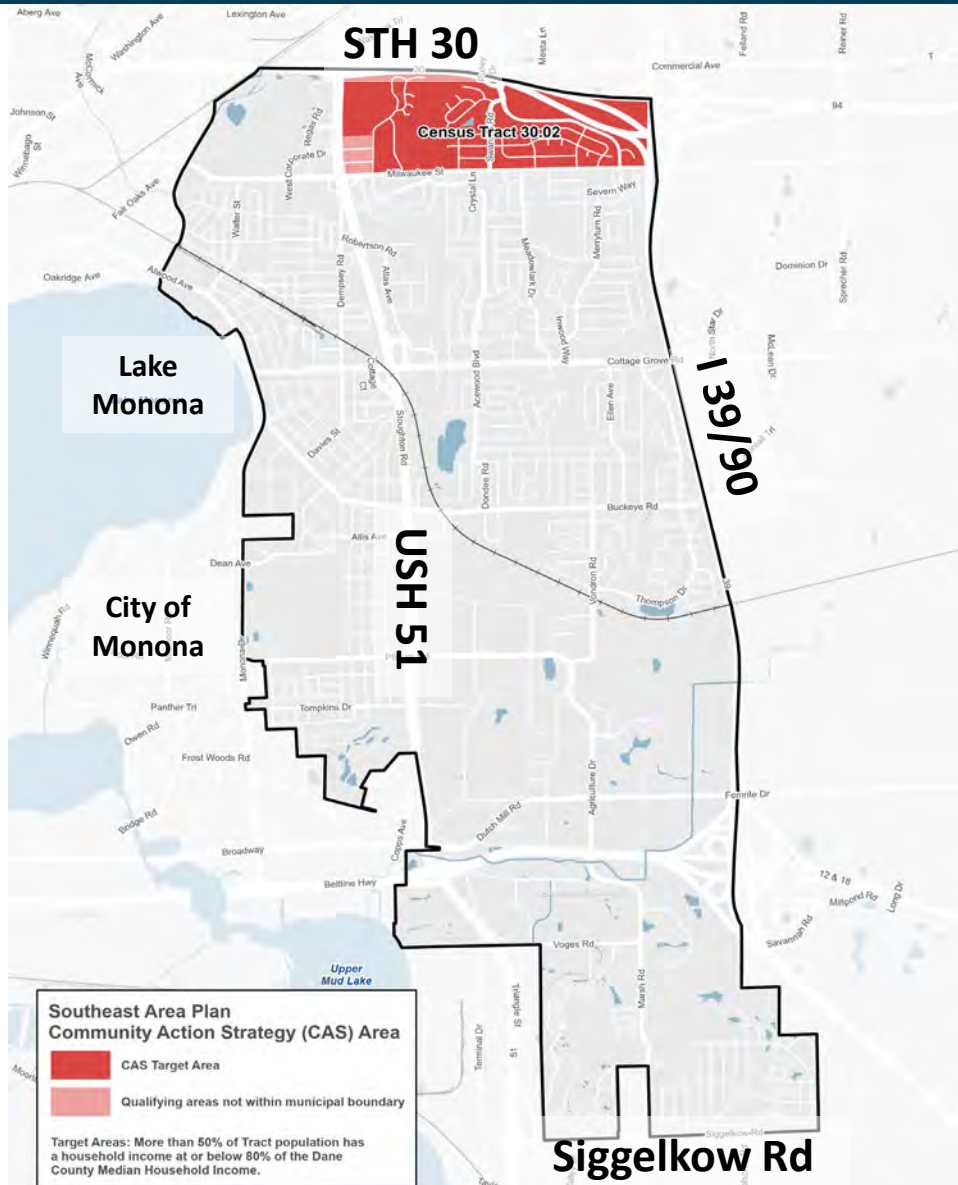


Background – WisDOT Highway 51 Corridor Study



Factor	Considerations
Speed limits	Higher speed limits can lower travel times but may increase safety risks, especially for pedestrians and cyclists
Business access	Business access through frontage roads leads to indirection, but driveways directly onto US 51 could create additional traffic conflicts
Frontage roads	Moving frontage roads away from US 51 could improve safety, but would impact surrounding properties.
New street connections	New street connections can increase connectivity to businesses and neighborhoods but can take more space and slow travel
Intersection types	Hybrid intersections or interchanges can improve travel times and safety but can be costly and take more space

Community Action Strategy (CAS) Area



- City receives federal funding to support community development initiatives primarily benefiting low- to moderate-income residents.
- Eligibility: more than 50% of a census Block Group population has a household income at or below 80% of the Dane County Median Household Income.
 - Capacity building
 - Community and stakeholder relationships
 - Unlocks Federal funds for small scale physical improvements

City Departments and Divisions



City of Madison Department/Division

Planning

Community Development

Engineering – Public Works

Engineering – Stormwater and Sanitary sewer

Metro

Traffic Engineering

Parks

Police

Community Development



Community Resources

Neighborhood Centers, Business Incubators, Business Development, Employment Programming, Youth Programming

Childcare

Services & Accreditation

Older Adult Services

Programming & Senior Center

Homeless Services & Housing Stability

Affordable Homeownership Services & Financing

Affordable Rental Services & Financing



Engineering – Public Works & Private Development



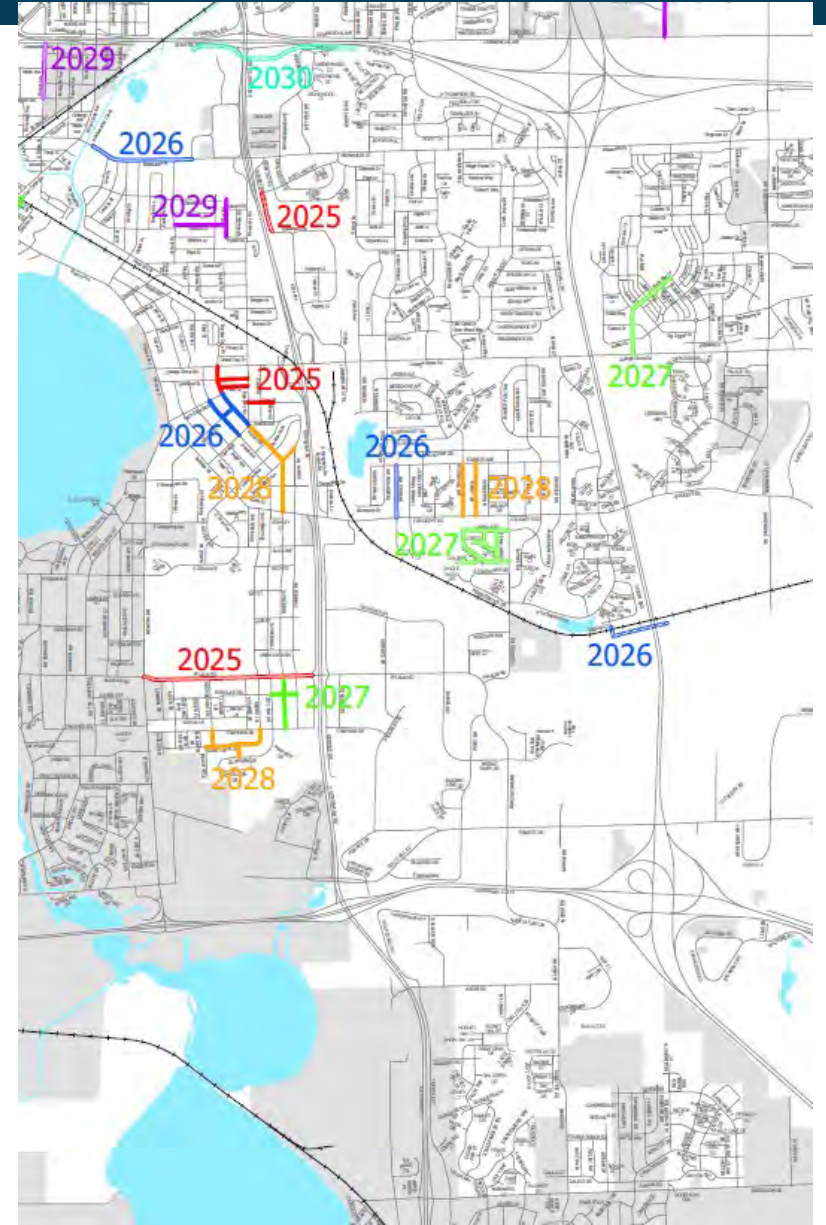
- Overall coordination of transportation projects
- Monitor conditions of streets, sidewalks, bridges, paths & schedule repairs and reconstructions
- Street, path, bridge & sidewalk design for public works & private development projects
- Permit any construction in the Right of Way



Engineering – Public Works & Private Development



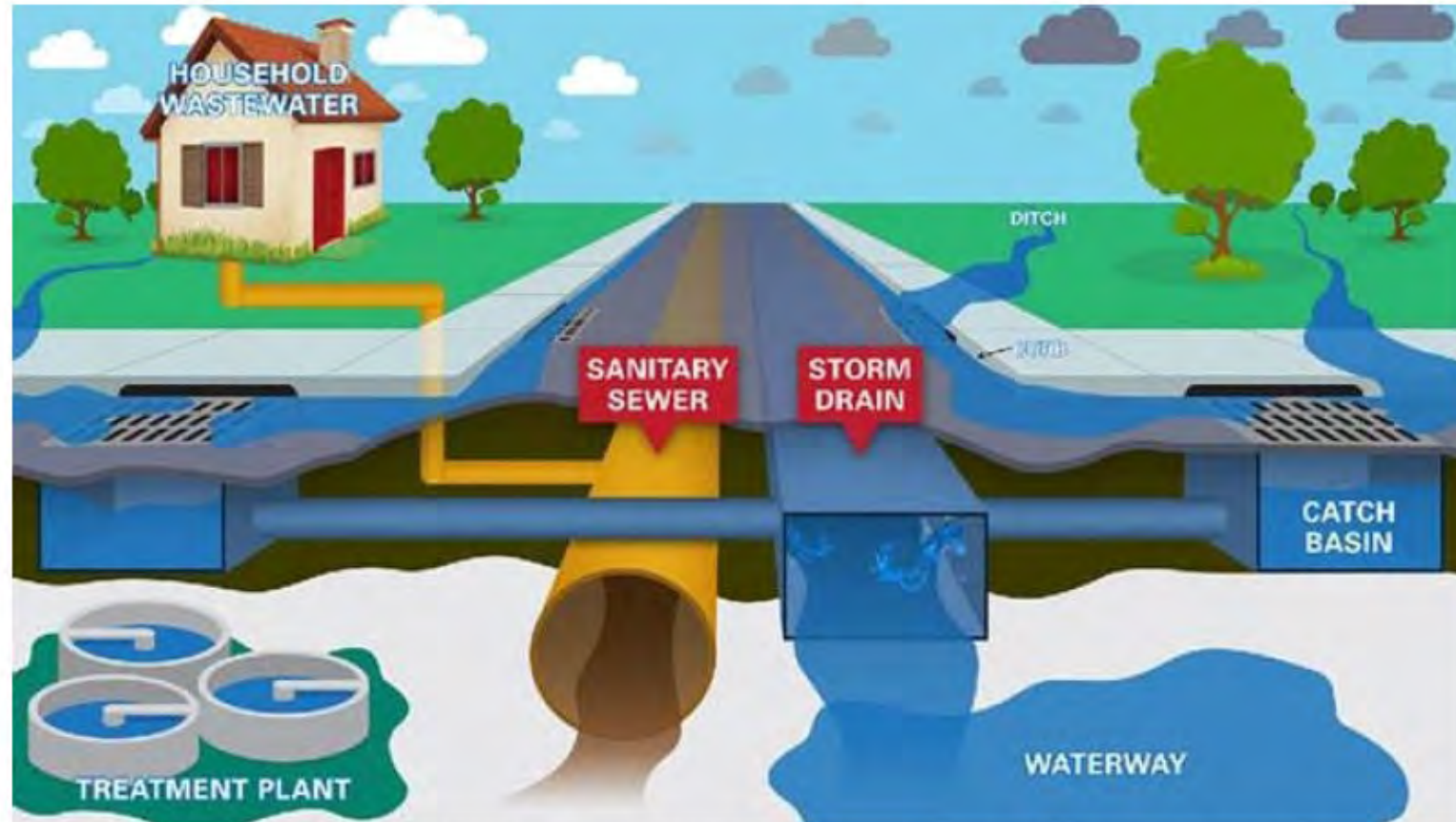
- Capital City Path Phase 5 & 6
- Milwaukee Street
- Various Street Resurfacing & Reconstruction Projects
- Sidewalk Repairs
 - Alder District 3: 2027
 - Alder District 15: 2028
 - Alder District 16: 2028



Stormwater and Sanitary Sewer Utilities



- **Stormwater Utility**
 - Overall coordination of Flood Mitigation efforts
 - Oversee Water Quality Initiatives
 - Manages the Stormwater Utility rate structure and billings
- **Sanitary Sewer Utility**
 - Manages collection of wastewater with a series of pipes and pumping stations
 - Drainage is directed to the Madison Metropolitan Sewerage District facilities
 - Manages the Sanitary Sewer Utility rate structure and billings



<https://www.azstorm.org/stormwater-101/storm-vs-sanitary-sewer>

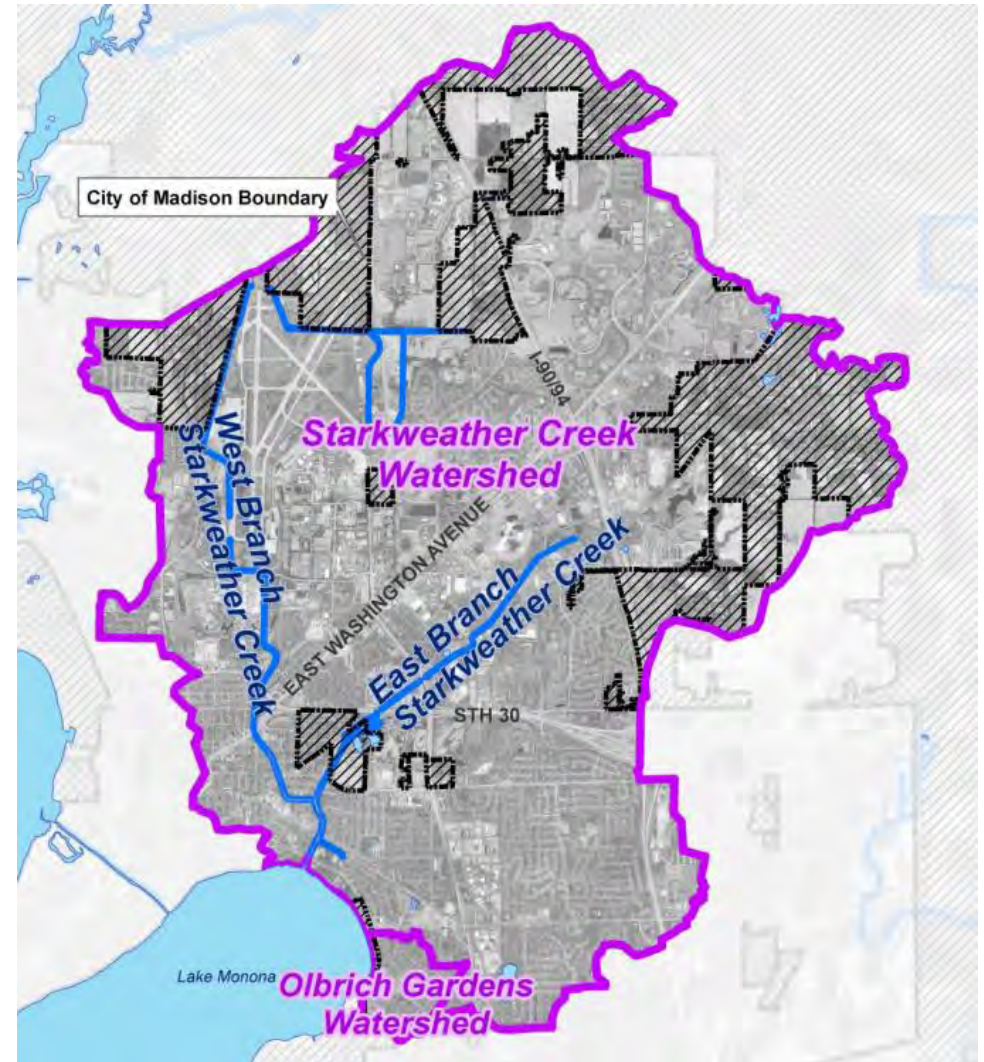
Stormwater and Sanitary Sewer Utilities



Watershed Studies – Starkweather and Penito Creek – **BOTH ON GOING.**

<https://www.cityofmadison.com/engineering/projects/starkweather-creek-watershed-study>

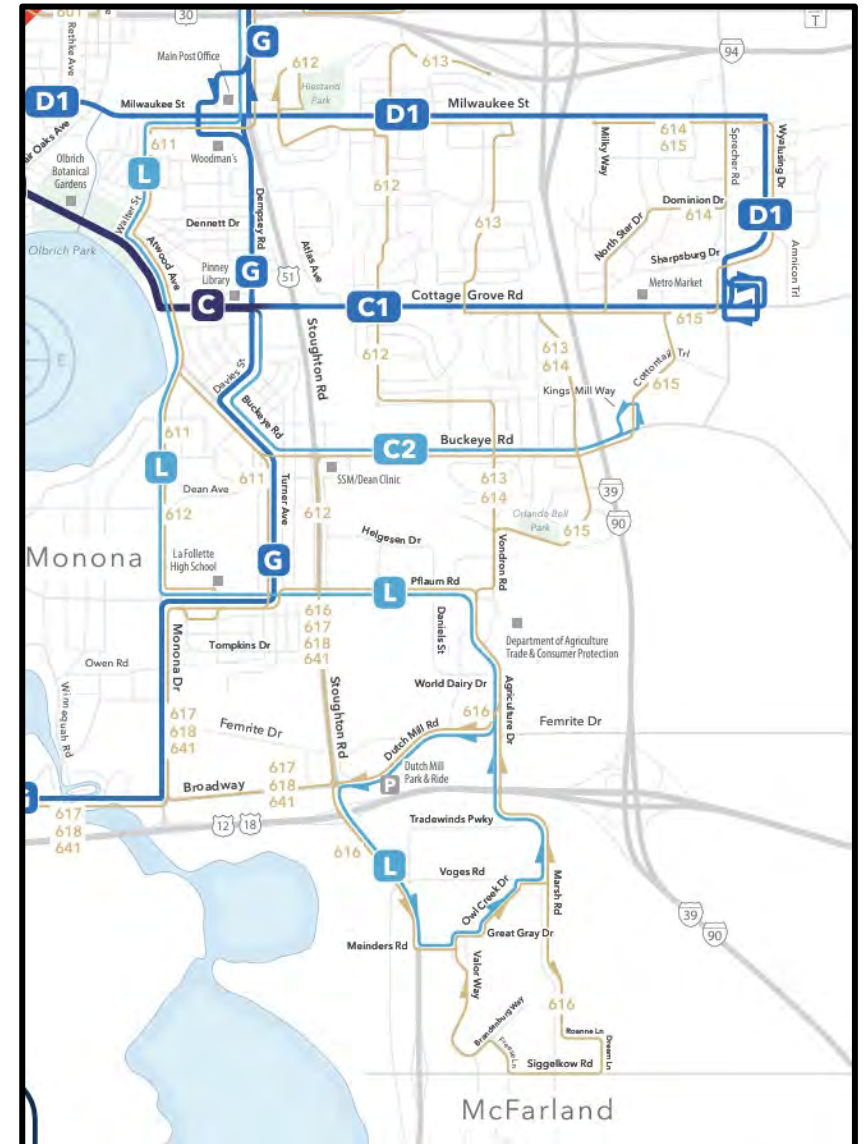
<https://www.cityofmadison.com/engineering/projects/pennito-creek-watershed-study>



Metro Transit



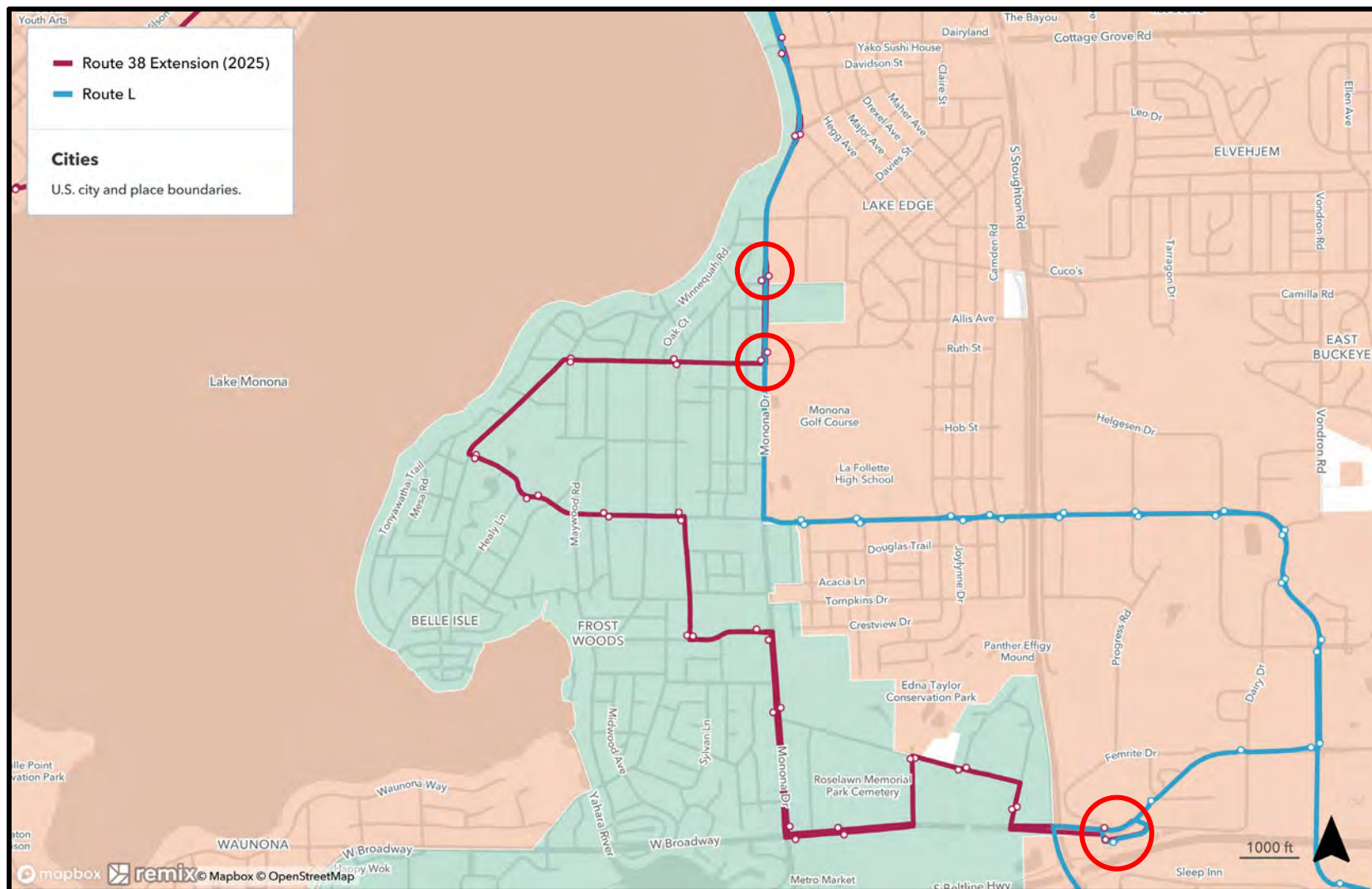
- Metro Transit operates fixed route and paratransit service in the City of Madison and partner jurisdictions.
- The Southeast Planning Area is served by the following routes:
 - C1 & C2
 - D1
 - G
 - L
 - 38 (starting in 2025)
 - Supplemental School Service (La Follette High School)



Route 38 Extension



- City of Monona will become a Metro service partner in 2025
- Route 38 extension serving the City of Monona
- New stops within the City of Madison of Route 38 and Route L



Traffic Engineering



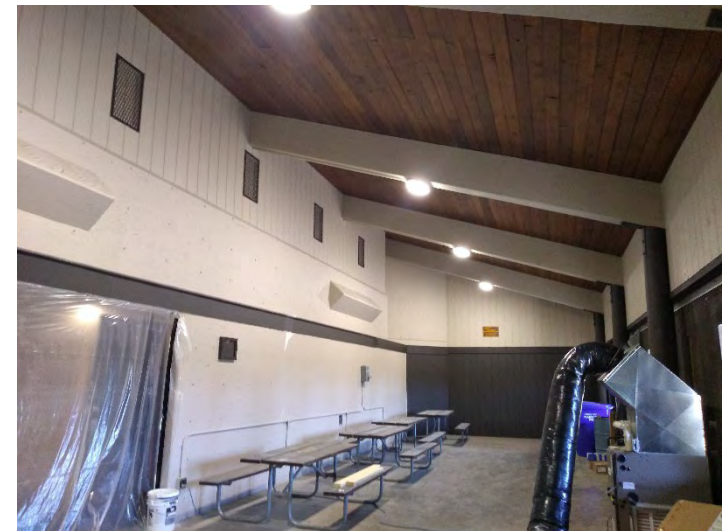
- **Vision:** To provide safe and efficient movement of people and goods in an equitable and sustainable manner
- **Mission:** To provide the highest quality service for the common good of our residents and visitors
- **Major Services:**
 - Pedestrian Bicycle Services
 - Signing and Pavement Marking
 - Traffic Signals and Streetlighting
 - Fiber and Radio Communications
 - Planning and Data Services
- **Initiatives:**
 - Vision Zero
 - Complete Green Streets
 - 20 is Plenty



Madison Parks



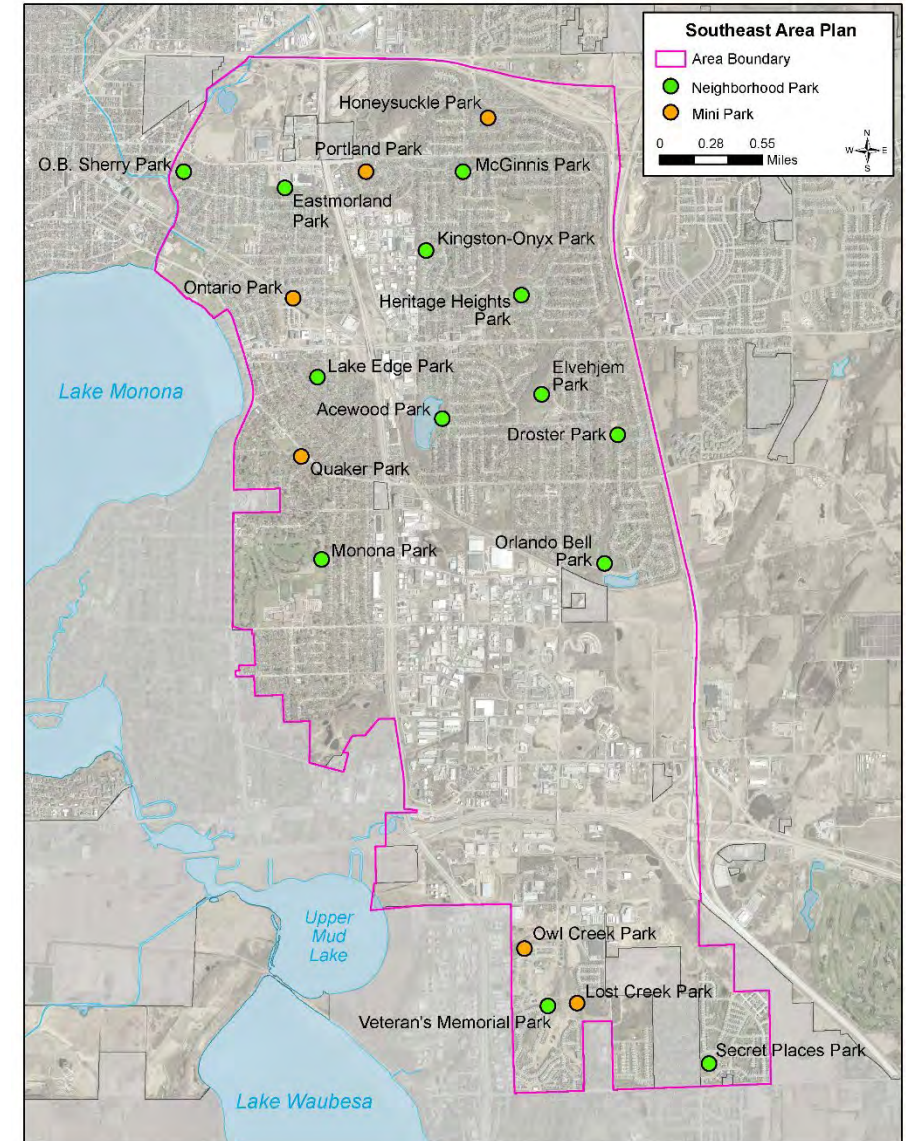
- **Madison Parks** is responsible for the management, maintenance, and development of public parks and green spaces within the city
- The **Planning and Development** section with the Parks Division plans and implements new park projects, ensuring that green spaces are accessible, inclusive, and meet the recreational needs of the community.



Madison Parks



- **Area Plan Outreach:**
 - Focus on over **20 park mini and neighborhood parks** in the planning area.
 - Engagement efforts aim to better understand local desires, challenges, and opportunities.
- **Olbrich Botanical Gardens Master Plan (2025)**
 - Funded by Olbrich Botanical Society, planning efforts will **begin in early 2025**.
- **Starkweather Park Master Plan (2025-2026)**
 - Anticipating **Larger Master Plan Initiative** starting for **Starkweather Park** (former Voit property) in **2025**.
 - Planning will incorporate community suggestions to guide long-term development of the park.
- **Your involvement:**
 - **All comments and suggestions** are welcomed and encouraged.
 - Your feedback will directly influence both individual park projects and broader regional planning strategies.
- **Contact email: kkane@cityofmadison.com**





Madison Police Department, East District

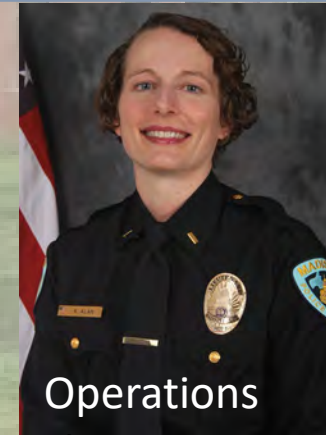
- 809 S. Thompson Dr. (driveway off Cottage Grove Rd)
- Serving an overnight residential population of 54 thousand, covering 26 square miles
- 30 thousand calls for service in 2023
- 73 Officers, Detectives, and Sergeants



Captain
Ed Marshall



Detective
Lieutenant
Tracie Jokala



Operations
Lieutenant
Kim Alan

Anticipated Timeline



Planning Process and Public Engagement

Phase Zero

Data Gathering and Review

- Plan authorization by Common Council
- Pop-up engagements (Parks Alive, resource fairs, etc)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

Phase One

Issues and Opportunities

- Open house and public meetings (in-person and virtual)
- Community survey
- Focus group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions, and Committees
- Check-in with adjacent municipalities and school districts

NOV - MAR

Phase Two

Develop Recommendations

- Outreach to businesses
- Art workshop
- Public meetings (in-person and virtual)
- Focus group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions, and Committees

APR - SEP

2025

Phase Three

Draft Plan Review

- Public meetings (in-person and virtual)
- Focus group meetings
- Public feedback on Draft Plan
- Check-in with adjacent municipalities and school districts
- Small group meetings (PTOs, Neighborhood Associations, etc.)

OCT - MAR



Phase Four

Adoption and Implementation

- Plan review and adoption by City Boards, Commissions, and Committees
- Implementation of Plan recommendations

APR

2026

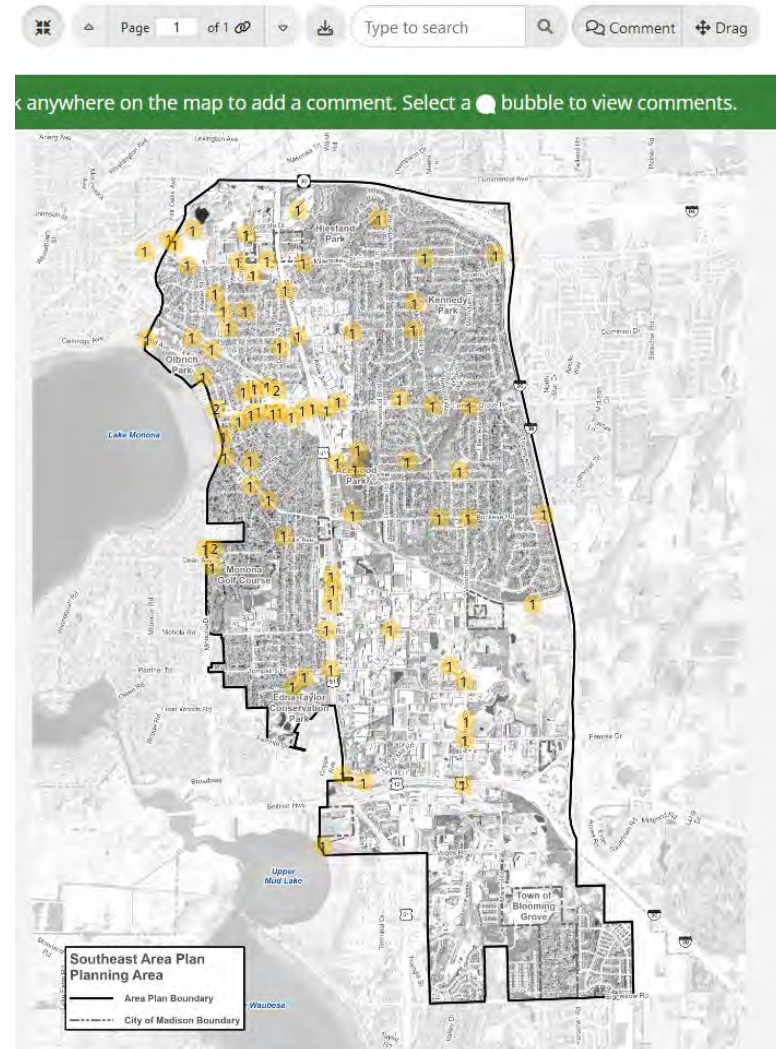
Southeast Area Plan - Provide Your Input



www.cityofmadison.com/southeastplan

Online Commenting Map:

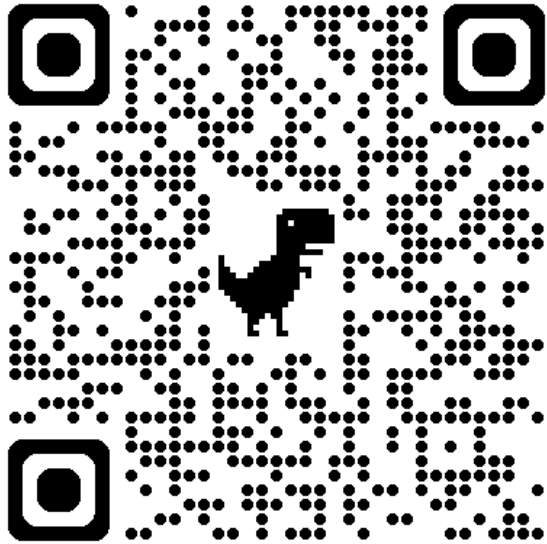
Share what you love about the Southeast Area, along with your ideas and feedback on things that need attention on the [Southeast Area Plan interactive commenting map](http://www.cityofmadison.com/southeastplan)



Staying Engaged



- Sign up for email list
- Project resources
- Contact project staff



Southeast Area Plan

Initial Public Meetings Scheduled

Join Planning, Engineering, Transportation, Parks, and others at an open house on [December 4, 2024, from 6:00-7:30 p.m. at LaFollette High School Cafeteria and Commons, 702 Pflaum Road](#) PDF. There will be a brief presentation at the start, but feel free to drop in and stay for a few minutes or the entire time. Learn about the Southeast Area Plan and other upcoming projects in the Southeast Area.

The Southeast Area Plan team is also hosting a virtual meeting for residents to learn about the planning process and provide feedback. Registration is required:

- [December 5, 2024 - 12:00-1:00 p.m.](#)

The Southeast Area Plan Process Begins This Fall

Area Plans guide changes that occur over time to the physical aspects of our community, such as land use, housing, transit, streets, bike paths, and other community facilities. They are steered by overarching City policies and feedback from stakeholders.

The Southeast Area is approximately 7,000 acres (10.9 square miles) and is generally bounded by the State Highway 30 to the north, Interstate 90 to the east, City of Monona to the west, and Siggelkow Road / Village of McFarland to the South. See map below. Additional background maps can be found under the Project Resources section.

The City invites residents, community organizations, businesses, and other stakeholders to share feedback about the future of their neighborhoods. Upcoming events will be announced soon! Keep up to date on events and ways to participate by subscribing to the email list.



Plans

Area Plans

Sections ▾

Brayton Lot (Block 113)

Northeast Area Plan

South Park Street and West Badger Road
Redevelopment

Southeast Area Plan

Southwest Area Plan

West Area Plan

Subscribe to Email List

Subscribe to the Southeast Area Plan email list:

Email:

Project Resources

Maps

- [Background](#) PDF
- [Land Use & Transportation](#) PDF
- [Neighborhood Housing](#) PDF
- [Economy & Opportunity](#) PDF
- [Culture & Character](#) PDF
- [Green & Resilient](#) PDF
- [Effective Government](#) PDF
- [Health & Safety](#) PDF
- [Community Action Strategy](#) PDF

Videos

- [What's the difference between Land Use Planning and Zoning?](#)

Project Contacts

- Rebecca Cnare**, City of Madison Planning Division
- Jeff Greger**, City of Madison Planning Division

Email: southeastareaplan@cityofmadison.com
Webpage: www.cityofmadison.com/southeastplan